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PATENT
Attorney Docket No.: SRCH-00101

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:) Group Art Unit:
Eduardo F. Llach)
Serial No.: 10/767,050) Examiner:
Filed: January 28, 2004)
For: **SYSTEM FOR AUTOMATICALLY**) **TRANSMITTAL LETTER**
SELLING AND PURCHASING)
HIGHLY TARGETED AND)
DYNAMIC ADVERTISING)
IMPRESSIONS USING A)
MIXTURE OF PRICE METRICS)
162 N. Wolfe Road
Sunnyvale, CA 94086
(408) 530-9700
Customer No. 28960

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Enclosed please find an Information Disclosure Statement, Form PTO-1449, including copies of the references contained thereon for filing in the U.S. Patent and Trademark Office.

The Commissioner is hereby authorized to charge any additional fee or credit overpayment to our Deposit Account No. 08-1275. **An originally executed duplicate of this transmittal is enclosed for this purpose.**

Respectfully submitted,
HAVERSTOCK & OWENS LLP

Dated: June 1, 2004

By: Jonathan O. Owens
Jonathan O. Owens
Reg. No.: 37,902

Attorneys for Applicant

CERTIFICATE OF MAILING (37 CFR§ 1.8(a))

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the U.S. Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450

HAVERSTOCK & OWENS LLP
Date: 6/1/04 By: J. O. Owens



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Attorney Docket No.: SRCH-00101

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:) Group Art Unit:
Eduardo F. Llach)) Examiner:
Serial No.: 10/767,050)) **INFORMATION DISCLOSURE**
Filed: January 28, 2004)) **STATEMENT**
For: **SYSTEM FOR AUTOMATICALLY**) 162 N. Wolfe Road
SELLING AND PURCHASING) Sunnyvale, CA 94086
HIGHLY TARGETED AND) (408) 530-9700
DYNAMIC ADVERTISING) Customer No. 28960
IMPRESSIONS USING A)
MIXTURE OF PRICE METRICS)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The citations listed below, copies attached, may be material to the examination of the above-identified application, and are therefore submitted in compliance with the duty of disclosure defined in 37 C.F.R. §§ 1.56 and 1.97. The Examiner is requested to make these citations of official record in this application.

- U.S. Patent No. 5,937,392;
- U.S. Patent No. 5,948,061;
- U.S. Patent No. 6,269,361 B1;
- U.S. Patent No. 6,285,986 B1;
- U.S. Patent No. 6,285,987 B1;
- U.S. Patent No. 6,324,519 B1;
- U.S. Patent No. 6,366,907 B1;
- U.S. Patent No. 6,377,396 B1;
- U.S. Patent No. 6,396,907 B1; and
- U.S. Patent No. 6,401,075 B1.



PATENT
Attorney Docket No.: SRCH-00101

This Information Disclosure Statement under 37 C.F.R. §§ 1.56 and 1.97 is not to be construed as a representation that a search has been made, that additional information material to the examination of this application does not exist, or that anyone or more of these citations constitutes prior art.

Respectfully submitted,
HAVERSTOCK & OWENS LLP

Dated: June 1, 2004

By: Jonathan O. Owens
Jonathan O. Owens
Reg. No.: 37,902
Attorneys for Applicant

CERTIFICATE OF MAILING (37 CFR§ 1.8(a))

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HAVERSTOCK & OWENS LLP

Date: 6/1/04 By: Jonathan O. Owens

FORM PTO-1449 (Modified) JUN 04 2004 INFORMATION ENCLOSURE STATEMENT BY APPLICANT (Use Several Sheets if Necessary) (37 CFR § 1.98(b))		U.S. Department of Commerce Patent and Trademark Office		Attorney Docket No.: SRCH-00101	Serial No.: 10/767,050			
				Applicant: Eduardo F. Llach				
						Filing Date: January 28, 2004	Group Art Unit:	
		U.S. PATENT DOCUMENTS						
Examiner Initials		Serial / Patent Number	Issue Date	Applicant / Patentee	Class	Subclass	Filing Date	
	AA	5,937,392	08/10/99	Alberts	705	14	07/28/97	
	AB	5,948,061	09/07/99	Merriman et al.	709	219	10/29/96	
	AC	6,269,361 B1	07/31/01	Davis et al.	707	3	05/28/99	
	AD	6,285,986 B1	09/04/01	Andrews	705	26	10/22/99	
	AE	6,285,987 B1	09/04/01	Roth et al.	705	27	01/22/97	
	AF	6,324,519 B1	11/27/01	Eldering	705	14	03/12/99	
	AG	6,366,907 B1	04/02/02	Fanning et al.	707	3	12/15/99	
	AH	6,377,936 B1	04/23/02	Henrick et al.	705	14	01/27/00	
	AI	6,396,907 B1	05/28/02	Didcock	379	88.17	10/09/97	
	AJ	6,401,075 B1	06/04/02	Mason et al.	705	14	02/14/00	
	AK							
	AL							
	AM							
	AN							
	AO							
FOREIGN PATENTS OR PUBLISHED FOREIGN PATENT APPLICATIONS								
		Document Number	Publication Date	Country / Patent Office	Class	Subclass	Translation	
							Yes	
	AP							
	AQ							
	AR							
	AS							
	AT							
OTHER DOCUMENTS (Including Author, Title, Date, Relevant Pages, Place of Publication)								
	AU							
	AV							
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	AZ							
	BA							
	BB							
	BC							
Examiner:				Date Considered:				
EXAMINER: Initial citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.								